**New Inventions**

WALT…design a new invention

Come up with an idea for a new product. The invention can be a brand new idea, or you can change an existing product to make it better.

What is the name of your brand? Product?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What does the product do?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What problem does it solve?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Draw a picture of your new product below

|  |
| --- |
|  |

**New Inventions**

WALT…discover the target audience

Find out who would want to buy your product. Ask students, parents and teachers about their interest in the product to find your ‘target audience’.

1. Would you buy the product?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Tally |  | Tally |
| Yes |  | No |  |

1. If you answered ‘yes’, which group do you fit into:

|  |  |
| --- | --- |
| **Group** | **Tally** |
| Child |  |
| Teenager |  |
| Adult (no children) |  |
| Parent |  |

1. What do you think about the product?

|  |  |  |  |
| --- | --- | --- | --- |
| Useful |  | Dull |  |
| Innovative |  | Exciting |  |
| Clever |  | Appealing |  |
| New |  | Modern |  |
| Boring |  | Impressive |  |
| Ugly |  | None |  |

1. Do you know of another product like this one?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Tally |  | Tally |
| Yes |  | No |  |

1. What changes would you make to the product to make it better?

|  |
| --- |
|  |

1. How much would you pay for this product?

|  |  |  |  |
| --- | --- | --- | --- |
| £0-10 | £10-20 | £20-30 | £30+ |
|  |  |  |  |

“Thank you for helping me with my survey about my product, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Have a nice day.”

**New Inventions**

WALT…examine our results

Using the information from the survey, complete these graphs to find out who your ‘target audience’ will be.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Who would buy your product? | | | | | | | | | | | | | | |
| Number of People |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | Child | | |  | Teenager | | |  | Adult | | |  | Parent | | |

Types of People

**New Inventions**

WALT…use persuasive phrases

Create a fact-file about your invention using these 6 main features:

Colour Slogan Image

Product Name Logo Endorsement

Then, try to think of some **persuasive phrases** for your product. Use the **key word mat** and the ideas from your **survey** to help you.

Don’t forget to make it interesting for your **‘target audience’.**

**New Inventions**

WALT…evaluate the adverts

WILF – What I’m Looking For…

**Features of an effective advert: TICK√**

|  |  |
| --- | --- |
| Name of Student: | |
| Does the advert encourage you to ask questions about it? Does it make you think? |  |
| Do they use humour? Is it a clever advert? |  |
| Does the advert appeal to your senses or emotions? |  |
| Do they use alliteration or a play on words? |  |
| Have they created a memorable slogan or an image? |  |
| Does the advert make you feel special and can you imagine yourself using the product? |  |
| Have they used celebrities to advertise their products? |  |
| Does it say or hint at the benefits and good qualities of the product? |  |

### Peer-Assessment Questionnaire

Look at each one of the advertisements.

What is it advertising?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you think this is a good advert, which is going to get the customers attention?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why do you think this?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do you like best about the advert?

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How do you think this advert could be improved?

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**New Inventions**

WALT…self-assess our advert

WILF – What I’m Looking For…

**Features of an effective advert: TICK√**

|  |  |
| --- | --- |
| Name of Student: | |
| Does the advert explain the name of the product and its purpose? |  |
| Have you used a slogan and a logo to help people remember your product? |  |
| Does the advert appeal to your senses or emotions? |  |
| Have you used alliteration or a play on words? Does it make you think? |  |
| Have you created a memorable image with colour? |  |
| Have you included celebrities and endorsements to advertise their products? |  |
| Have you used persuasive phrases? |  |